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The world of 2030:
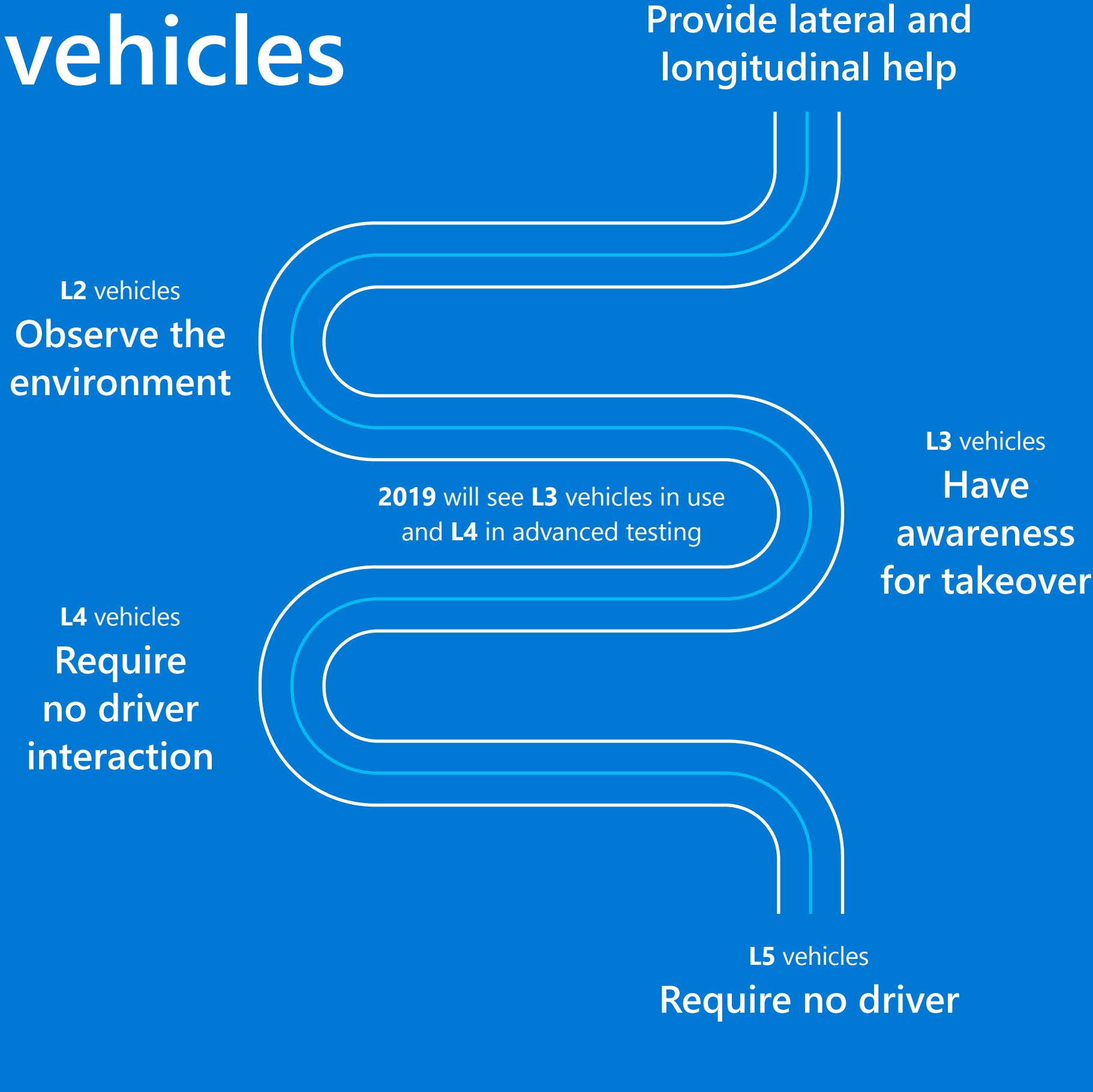## navigating the future of autonomous vehicles

How can autonomous vehicles drive revenue for you?

Go beyond passenger vehicles to fleet and commercial vehicles. A report from Frost & Sullivan gives a comprehensive look at an industry poised to generate $1.5 trillion in new revenue by 2030.[3]

$1.5 trillion new revenue by 2030

The roadmap to fully autonomous vehicles

L1 vehicles
Provide lateral and longitudinal help

L2 vehicles
Observe the environment

2019 will see L3 vehicles in use and L4 in advanced testing

L3 vehicles
Have awareness for takeover

L4 vehicles
Require no driver interaction

L5 vehicles
Require no driver

Learn the details of each level on Slide 16 of the Frost & Sullivan report ⊕

Who are the new players?

It's your whole supply chain
Startups, delivery services, retailers, even test track operators

And beyond your supply chain
Rideshare services, autonomous vehicle developers, retailers, and industry bodies

Startups are in the lead
They excel at computer vision, driver assistance, machine learning, and ridesharing

Read more about the developing business landscape on Slide 21 of the report ⊕

10 billion miles
to train a fully autonomous car[2]

The vehicle of the future

Is probably shared

Is more accessible, easier to use, safer, and greener

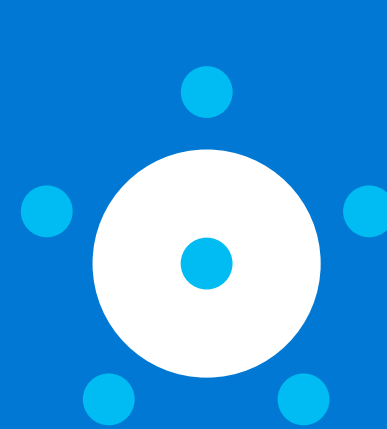**Could monitor driver attentiveness and health**

Has potential for luxury amenities, like a built-in personal refrigerator

Could be a key part of public transit in smart cities

Can handle traffic jams, highway driving, and parking on their own

Learn about the opportunities that future vehicles offer on Slide 27 of the report ⊕

Opportunities are everywhere

Create or acquire a startup
Look for partners who lead in system integration and software.

Help an OEM grow and adapt
Innovation is constant, and original equipment manufacturers will need partners.

Improve security, storage, speed
Vehicles can't detect and classify objects for safe path planning—yet.

Help vehicles learn to see
The biggest obstacle is the inability to accurately detect and classify objects for safe path planning.

Think globally
By 2025, China will sell more automated vehicles than North America and Europe.[3]

Learn more about the opportunities in autonomous vehicles on Slide 63 of the report ⊕

What can you do?

1 Create more connected experiences

2 Help improve the vehicle retail experience

3 Make autonomous vehicles a reality

4 Embrace new business services and revenue models

5 Move to emissions-free vehicles and electric technology

6 Design intelligent factories

Autonomous vehicles will shape the future. To learn more about the opportunities, the players, and the technology that are expected to generate $1.5 trillion in new revenue by 2030, download the full report.

Download ⊕

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1. McKinsey & Company. Disruptive trends that will transform the auto industry. 2016. As quoted in "The Mobility Revolution: Speeding down the fast lane to an autonomous future." http://az370354.vo.msecnd.net/whitepapers/Microsoft%20Autonomous%20Driving%20Whitepaper%20FINAL.PDF (PDF).

2. Rand Corp. Will self-driving cars ever be safe to hit the roads, 2016. As quoted in MSFT Whitepaper: "The Mobility Revolution: Speeding down the fast lane to an autonomous future. Page 4. http://az370354.vo.msecnd.net/whitepapers/Microsoft%20Autonomous%20Driving%20Whitepaper%20FINAL.PDF (PDF).

3. Frost & Sullivan, Global Autonomous Driving Market Outlook, 2018. Page 49.